



SPOTLIGHT

Three Men and A Bed

Transform Your Sleep

and Your **Sex Life**

BY NICHOLAS SNOW

Star employee
West Cummings
(left) and
Simmons Mattress
Gallery Vice
President Bobby
Stelmack (right)

Three men want you to experience positions in bed you've only dreamed of. You may have seen two of them in the recent San Diego Pride Parade being pulled by four hunks, and all of them hang out in West Hollywood on a street corner. Have I got your attention?

Who are these men? None other than James Ristas and Bobby Stelmack, president and vice president, respectively, of Simmons Mattress Gallery, and one of their star employees, West Cummings (his real name). As major supporters of the gay community, and with over 60 stores in Southern California, these men are here to serve you, and unlike the Supreme Court, you'll be happy to involve them in what you do in the privacy of your bedroom.

Sure, you've got a hot sports car, a great place to live, and the perfect wardrobe. You love your furniture, and you're hooked up with the finest home entertainment system, but does your bed have a wireless remote control? You may have found your soul mate, but have you found your soul mattress?

"The positions are endless," explained Ristas, "and even after you're finished, you'll find a position that's right for you that you just can't find in a normal mattress." What is he raving about? Simply the Simmons LivingRight adjustable bed, which is redefining the archaic association with furniture you'd find in a hospital. "You don't even know that it's an adjustable bed until you hit the adjustments," said Stelmack.

And such adjustments! Your wish is its command. Well, I don't think it can muster up Brad Pitt or Denzel Washington (or both), but just like your luxury sedan, you can preprogram your favorite positions (of the bed, not your lover) with a premium wireless control. Using illuminated backlit buttons, grant yourself and your partner a massage from head

to toe, or trash that alarm clock and wake up each morning with a gentle massage instead.

Does the quality of your mattress affect your sex life? Just ask Dr. Brian A. Smith of the West Hollywood Chiropractic Center. "If your sleeping is disturbed and you're waking up with back pain, you're not going to have a very active sex life," Smith explained. "Beds that are either too high or too low, of course, aren't conducive to certain sexual positions in which one partner is not on the bed, and maybe is in a standing position," he added.

For some, the idea of shopping for a bed with a same-sex partner is a bit scary because of potentially homophobic sales people. "We want the gay community to know that they can come in and be themselves at Mattress Gallery," Ristas explained. "They don't have to worry, and they'll have a pleasant experience," he concluded.

In fact, one customer was rather open with the ever-hunky West Cummings. "A customer was really interested in the mattress pads that we sell to protect his new purchase of a mattress because he was already thinking ahead to the sexual conquests he was going to have," explained Cummings, "and he didn't want to ruin the mattress and void his warranty."

If your partner's tossing and turning keeps you up after the fireworks are over, then another signature component of premium Simmons mattresses—individually pocketed coil construction—can ease your pain. This feature effectively absorbs movement rather than dispersing it throughout the bed like a traditional mattress. "That's what it's all about: sleeping," explained Ristas. "Let's not forget, if you have two males tossing and turning, you don't want your partner to wake you up." Well, maybe sometimes.

Have you been a budget, low-end shopper for beds and found yourself replacing them every year or two? Consider investing in a bed that will last you a decade for only around 20 cents a day—dramatically less than a cup of coffee at Starbucks.



"I would say roughly 75 percent of my patients at one point or another complain of sleeping on an old mattress for years and still have back problems," explained Smith. "They definitely underestimate the importance of the length of time that they're in bed, coupled with the age of the mattress."

There are still savings to be had, however. Check out www.mattress-gallery.com for the latest online

coupon, and see page A5 of each Saturday edition of the *Los Angeles Times* for a \$250 savings coupon on the LivingRight adjustable bed at Simmons Mattress Gallery. You may also qualify for their one-year-same-as-cash financing offer.

"If you sleep better at night, you perform better at work, and you're healthier," Ristas explained. He wants you to have sweet dreams, but he supports his employee's dreams as well. Ristas and Stelmack assisted Cummings in relocating from Atlanta to pursue an acting career while he's not at his "day job." Damn. I wish I had a casting couch!

Speaking of day jobs, did Ristas dream of moving mattresses as a child? "It's not something where you wake up in the morning and you want to be a mattress mogul instead of being a fireman or policeman," explained Ristas. "We just got into the business of mattresses. Making people sleep better is what our lives are all about."

In Los Angeles, Simmons Mattress Gallery may be reached at (310) 360-0315 (8500 Melrose Ave. #101), or at (323) 658-5544 (8413 Beverly Blvd.). For other locations, including those in the San Diego area, call 888-SLEEP-01. Brian Smith, D.C., may be reached at (323) 656-2652 (8235 Santa Monica Blvd., Suite 216).